

Gaithersburg Square
524 N Frederick Ave, Gaithersburg, Maryland, 20877
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.14946
Longitude: -77.20848

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	21,289	127,736	241,788
2010 Total Population	23,510	141,152	281,634
2019 Total Population	27,989	158,558	307,037
2019 Group Quarters	501	917	1,697
2024 Total Population	29,687	168,394	321,734
2017-2022 Annual Rate	1.18%	1.21%	0.94%
2019 Total Daytime Population	39,822	151,098	293,600
Workers	26,578	78,353	154,207
Residents	13,244	72,745	139,393
Household Summary			
2000 Households	9,336	46,935	86,237
2000 Average Household Size	2.22	2.70	2.78
2010 Households	9,646	50,847	100,159
2010 Average Household Size	2.39	2.76	2.80
2019 Households	11,132	56,647	108,552
2019 Average Household Size	2.47	2.78	2.81
2024 Households	11,681	60,267	113,722
2024 Average Household Size	2.50	2.78	2.81
2017-2022 Annual Rate	0.97%	1.25%	0.93%
2010 Families	5,199	34,422	71,308
2010 Average Family Size	3.12	3.28	3.28
2019 Families	6,057	37,862	76,310
2019 Average Family Size	3.22	3.33	3.32
2024 Families	6,389	39,966	79,426
2024 Average Family Size	3.25	3.34	3.33
2017-2022 Annual Rate	1.07%	1.09%	0.80%
Housing Unit Summary			
2000 Housing Units	9,798	48,965	89,359
Owner Occupied Housing Units	26.1%	58.5%	66.0%
Renter Occupied Housing Units	69.2%	37.4%	30.5%
Vacant Housing Units	4.7%	4.1%	3.5%
2010 Housing Units	10,269	53,782	104,871
Owner Occupied Housing Units	27.8%	58.2%	64.1%
Renter Occupied Housing Units	66.2%	36.3%	31.4%
Vacant Housing Units	6.1%	5.5%	4.5%
2019 Housing Units	11,621	59,283	112,834
Owner Occupied Housing Units	28.4%	54.7%	61.2%
Renter Occupied Housing Units	67.4%	40.8%	35.0%
Vacant Housing Units	4.2%	4.4%	3.8%
2024 Housing Units	12,133	62,729	117,834
Owner Occupied Housing Units	29.6%	56.3%	62.2%
Renter Occupied Housing Units	66.7%	39.8%	34.3%
Vacant Housing Units	3.7%	3.9%	3.5%
Median Household Income			
2019	\$58,727	\$85,453	\$98,892
2024	\$66,596	\$97,004	\$107,307
Median Home Value			
2019	\$306,160	\$355,038	\$411,932
2024	\$339,199	\$388,292	\$450,020
Per Capita Income			
2019	\$31,320	\$39,394	\$45,529
2024	\$35,656	\$44,794	\$50,812
Median Age			
2010	33.8	34.6	35.8
2019	35.6	36.3	37.2
2024	35.6	36.7	37.7

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2019 Households by Income			
Household Income Base	11,132	56,647	108,552
<\$15,000	9.9%	5.7%	5.1%
\$15,000 - \$24,999	7.1%	4.9%	3.9%
\$25,000 - \$34,999	11.4%	6.6%	5.3%
\$35,000 - \$49,999	13.1%	9.4%	7.9%
\$50,000 - \$74,999	19.3%	16.8%	15.2%
\$75,000 - \$99,999	12.1%	13.4%	13.0%
\$100,000 - \$149,999	16.6%	20.7%	20.5%
\$150,000 - \$199,999	6.1%	10.9%	12.6%
\$200,000+	4.5%	11.5%	16.5%
Average Household Income	\$78,667	\$110,460	\$128,650
2024 Households by Income			
Household Income Base	11,681	60,267	113,722
<\$15,000	8.1%	4.7%	4.4%
\$15,000 - \$24,999	5.9%	4.1%	3.3%
\$25,000 - \$34,999	10.6%	5.9%	4.8%
\$35,000 - \$49,999	12.0%	8.4%	7.0%
\$50,000 - \$74,999	18.1%	15.2%	13.6%
\$75,000 - \$99,999	12.6%	13.0%	12.5%
\$100,000 - \$149,999	19.0%	21.5%	20.9%
\$150,000 - \$199,999	7.9%	12.9%	14.2%
\$200,000+	5.8%	14.4%	19.3%
Average Household Income	\$90,604	\$125,448	\$143,615
2019 Owner Occupied Housing Units by Value			
Total	3,289	32,444	69,032
<\$50,000	1.6%	1.4%	1.2%
\$50,000 - \$99,999	5.0%	1.7%	1.0%
\$100,000 - \$149,999	8.0%	3.6%	2.6%
\$150,000 - \$199,999	9.9%	5.6%	4.3%
\$200,000 - \$249,999	10.6%	9.1%	7.4%
\$250,000 - \$299,999	13.2%	14.7%	10.5%
\$300,000 - \$399,999	27.4%	25.3%	21.2%
\$400,000 - \$499,999	14.4%	17.3%	15.8%
\$500,000 - \$749,999	8.8%	16.6%	25.7%
\$750,000 - \$999,999	0.9%	3.5%	7.5%
\$1,000,000 +	0.3%	0.8%	2.2%
Average Home Value	\$318,205	\$396,554	\$469,674
2024 Owner Occupied Housing Units by Value			
Total	3,581	35,312	73,298
<\$50,000	0.9%	0.8%	0.6%
\$50,000 - \$99,999	3.4%	1.0%	0.6%
\$100,000 - \$149,999	4.7%	2.0%	1.5%
\$150,000 - \$199,999	6.9%	3.7%	2.7%
\$200,000 - \$249,999	8.9%	6.9%	5.5%
\$250,000 - \$299,999	12.9%	13.0%	9.4%
\$300,000 - \$399,999	31.0%	25.6%	21.3%
\$400,000 - \$499,999	18.1%	19.0%	16.8%
\$500,000 - \$749,999	11.3%	22.1%	29.7%
\$750,000 - \$999,999	1.3%	4.4%	8.9%
\$1,000,000 +	0.4%	0.8%	2.3%
Average Home Value	\$353,882	\$436,162	\$502,296

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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2010 Population by Age			
Total	23,510	141,152	281,637
0 - 4	8.5%	8.0%	7.4%
5 - 9	5.5%	6.7%	7.0%
10 - 14	4.5%	6.2%	6.8%
15 - 24	11.9%	12.2%	12.2%
25 - 34	22.1%	17.6%	15.5%
35 - 44	15.4%	15.4%	15.7%
45 - 54	12.3%	14.7%	16.1%
55 - 64	8.1%	10.6%	11.1%
65 - 74	4.0%	4.8%	4.9%
75 - 84	4.0%	2.5%	2.3%
85 +	3.8%	1.3%	1.1%
18 +	78.8%	75.4%	74.6%
2019 Population by Age			
Total	27,987	158,559	307,036
0 - 4	7.1%	7.0%	6.5%
5 - 9	6.8%	7.0%	6.8%
10 - 14	6.3%	7.0%	7.1%
15 - 24	11.5%	11.4%	11.6%
25 - 34	17.2%	15.6%	14.6%
35 - 44	16.0%	15.5%	15.0%
45 - 54	12.2%	12.9%	13.9%
55 - 64	9.6%	11.6%	12.5%
65 - 74	5.8%	7.4%	7.7%
75 - 84	3.4%	3.1%	3.1%
85 +	4.0%	1.6%	1.3%
18 +	76.8%	75.6%	75.7%
2024 Population by Age			
Total	29,688	168,394	321,734
0 - 4	7.2%	7.0%	6.6%
5 - 9	6.3%	6.6%	6.4%
10 - 14	5.9%	6.6%	6.5%
15 - 24	11.8%	11.4%	11.2%
25 - 34	17.9%	15.8%	15.0%
35 - 44	14.8%	15.5%	15.2%
45 - 54	12.4%	12.6%	13.1%
55 - 64	9.7%	10.9%	11.8%
65 - 74	6.8%	8.2%	8.6%
75 - 84	3.9%	3.9%	4.0%
85 +	3.2%	1.6%	1.4%
18 +	77.2%	76.2%	76.6%
2010 Population by Sex			
Males	11,432	68,604	136,261
Females	12,078	72,548	145,373
2019 Population by Sex			
Males	13,714	77,226	148,856
Females	14,275	81,333	158,181
2024 Population by Sex			
Males	14,561	82,063	156,060
Females	15,126	86,330	165,674

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2010 Population by Race/Ethnicity			
Total	23,510	141,152	281,634
White Alone	41.9%	48.7%	51.4%
Black Alone	24.4%	19.6%	17.7%
American Indian Alone	0.6%	0.5%	0.4%
Asian Alone	13.4%	15.3%	18.5%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	14.6%	10.9%	7.5%
Two or More Races	5.2%	4.8%	4.4%
Hispanic Origin	31.6%	25.5%	19.0%
Diversity Index	85.6	81.4	77.2
2019 Population by Race/Ethnicity			
Total	27,990	158,558	307,036
White Alone	36.1%	42.8%	45.2%
Black Alone	26.5%	21.4%	19.7%
American Indian Alone	0.6%	0.5%	0.4%
Asian Alone	14.1%	16.6%	20.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	17.0%	13.1%	9.2%
Two or More Races	5.7%	5.5%	5.1%
Hispanic Origin	36.1%	30.0%	23.0%
Diversity Index	88.1	85.1	81.7
2024 Population by Race/Ethnicity			
Total	29,687	168,394	321,733
White Alone	33.9%	40.1%	42.1%
Black Alone	27.0%	22.0%	20.6%
American Indian Alone	0.6%	0.5%	0.4%
Asian Alone	14.1%	17.2%	21.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	18.5%	14.3%	10.2%
Two or More Races	5.9%	5.8%	5.4%
Hispanic Origin	38.9%	32.5%	25.4%
Diversity Index	89.1	86.6	83.6
2010 Population by Relationship and Household Type			
Total	23,510	141,152	281,634
In Households	98.0%	99.4%	99.4%
In Family Households	74.1%	84.1%	86.0%
Householder	22.2%	24.3%	25.3%
Spouse	14.0%	17.5%	19.2%
Child	25.7%	31.1%	32.4%
Other relative	7.3%	7.1%	6.1%
Nonrelative	5.0%	4.0%	3.0%
In Nonfamily Households	23.9%	15.3%	13.4%
In Group Quarters	2.0%	0.6%	0.6%
Institutionalized Population	1.6%	0.4%	0.4%
Noninstitutionalized Population	0.4%	0.2%	0.2%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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2019 Population 25+ by Educational Attainment			
Total	19,107	107,401	208,680
Less than 9th Grade	11.2%	7.6%	5.2%
9th - 12th Grade, No Diploma	6.5%	5.4%	4.3%
High School Graduate	19.7%	14.7%	12.5%
GED/Alternative Credential	2.4%	2.0%	1.6%
Some College, No Degree	15.0%	15.1%	14.7%
Associate Degree	6.5%	6.9%	6.7%
Bachelor's Degree	23.2%	25.2%	27.4%
Graduate/Professional Degree	15.6%	23.1%	27.6%
2019 Population 15+ by Marital Status			
Total	22,336	125,425	244,188
Never Married	39.5%	35.0%	32.7%
Married	45.8%	51.4%	54.6%
Widowed	5.3%	4.0%	3.9%
Divorced	9.5%	9.6%	8.9%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	95.1%	95.3%	95.9%
Civilian Unemployed (Unemployment Rate)	4.9%	4.7%	4.1%
2019 Employed Population 16+ by Industry			
Total	15,008	87,525	170,740
Agriculture/Mining	0.2%	0.2%	0.1%
Construction	10.3%	7.7%	6.2%
Manufacturing	3.2%	3.5%	3.4%
Wholesale Trade	1.7%	1.7%	1.5%
Retail Trade	8.9%	8.4%	8.0%
Transportation/Utilities	5.1%	4.1%	3.8%
Information	2.1%	2.3%	2.3%
Finance/Insurance/Real Estate	4.7%	5.6%	6.4%
Services	56.9%	57.1%	57.7%
Public Administration	6.8%	9.4%	10.4%
2019 Employed Population 16+ by Occupation			
Total	15,008	87,525	170,736
White Collar	56.7%	66.1%	72.1%
Management/Business/Financial	13.2%	17.3%	20.5%
Professional	22.6%	28.6%	31.6%
Sales	9.2%	8.7%	8.4%
Administrative Support	11.7%	11.5%	11.5%
Services	26.3%	19.5%	16.3%
Blue Collar	17.0%	14.4%	11.6%
Farming/Forestry/Fishing	0.3%	0.1%	0.1%
Construction/Extraction	7.7%	5.3%	4.0%
Installation/Maintenance/Repair	1.0%	2.3%	2.0%
Production	2.2%	2.1%	1.9%
Transportation/Material Moving	5.7%	4.6%	3.6%
2010 Population By Urban/ Rural Status			
Total Population	23,510	141,152	281,634
Population Inside Urbanized Area	100.0%	100.0%	99.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.7%

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2010 Households by Type			
Total	9,646	50,848	100,159
Households with 1 Person	37.4%	25.2%	22.5%
Households with 2+ People	62.6%	74.8%	77.5%
Family Households	53.9%	67.7%	71.2%
Husband-wife Families	33.9%	48.7%	53.9%
With Related Children	16.9%	25.3%	28.7%
Other Family (No Spouse Present)	20.0%	19.0%	17.3%
Other Family with Male Householder	6.0%	5.1%	4.4%
With Related Children	3.4%	2.8%	2.4%
Other Family with Female Householder	13.9%	13.9%	12.9%
With Related Children	9.4%	8.8%	8.2%
Nonfamily Households	8.7%	7.1%	6.3%
All Households with Children	30.3%	37.5%	39.7%
Multigenerational Households	3.5%	5.1%	5.0%
Unmarried Partner Households	7.0%	5.8%	5.2%
Male-female	6.4%	5.1%	4.5%
Same-sex	0.6%	0.7%	0.7%
2010 Households by Size			
Total	9,646	50,847	100,158
1 Person Household	37.4%	25.2%	22.5%
2 Person Household	26.9%	28.4%	28.9%
3 Person Household	15.1%	17.6%	18.7%
4 Person Household	10.0%	14.7%	16.7%
5 Person Household	5.8%	7.5%	7.7%
6 Person Household	2.5%	3.4%	3.2%
7 + Person Household	2.2%	3.1%	2.4%
2010 Households by Tenure and Mortgage Status			
Total	9,646	50,847	100,159
Owner Occupied	29.6%	61.6%	67.2%
Owned with a Mortgage/Loan	25.4%	54.2%	59.5%
Owned Free and Clear	4.1%	7.4%	7.7%
Renter Occupied	70.4%	38.4%	32.8%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	10,269	53,782	104,871
Housing Units Inside Urbanized Area	100.0%	100.0%	99.4%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.6%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
	1. Enterprising Professionals	Enterprising Professionals	Enterprising Professionals
	2. International Marketplace	Pleasantville (2B)	Professional Pride (1B)
	3. Bright Young Professionals	International Marketplace	Savvy Suburbanites (1D)
2019 Consumer Spending			
Apparel & Services: Total \$	\$22,958,308	\$156,921,977	\$346,292,928
Average Spent	\$2,062.37	\$2,770.17	\$3,190.11
Spending Potential Index	96	129	149
Education: Total \$	\$15,769,117	\$118,540,025	\$269,299,922
Average Spent	\$1,416.56	\$2,092.61	\$2,480.84
Spending Potential Index	89	131	156
Entertainment/Recreation: Total \$	\$31,578,125	\$225,634,928	\$503,240,012
Average Spent	\$2,836.70	\$3,983.18	\$4,635.93
Spending Potential Index	87	122	142
Food at Home: Total \$	\$53,991,712	\$362,724,902	\$795,008,739
Average Spent	\$4,850.14	\$6,403.25	\$7,323.76
Spending Potential Index	94	124	142
Food Away from Home: Total \$	\$39,017,043	\$267,979,612	\$592,553,692
Average Spent	\$3,504.94	\$4,730.69	\$5,458.71
Spending Potential Index	95	129	149
Health Care: Total \$	\$54,501,854	\$385,706,118	\$857,914,530
Average Spent	\$4,895.96	\$6,808.94	\$7,903.26
Spending Potential Index	83	115	133
HH Furnishings & Equipment: Total \$	\$20,934,177	\$149,112,378	\$332,242,713
Average Spent	\$1,880.54	\$2,632.31	\$3,060.68
Spending Potential Index	88	123	144
Personal Care Products & Services: Total \$	\$9,074,523	\$63,364,765	\$141,271,371
Average Spent	\$815.17	\$1,118.59	\$1,301.42
Spending Potential Index	92	126	147
Shelter: Total \$	\$199,795,521	\$1,378,824,239	\$3,034,699,302
Average Spent	\$17,947.85	\$24,340.64	\$27,956.18
Spending Potential Index	97	132	151
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$22,702,290	\$162,221,748	\$365,763,580
Average Spent	\$2,039.37	\$2,863.73	\$3,369.48
Spending Potential Index	82	115	136
Travel: Total \$	\$21,804,648	\$163,042,051	\$367,503,182
Average Spent	\$1,958.74	\$2,878.21	\$3,385.50
Spending Potential Index	87	128	151
Vehicle Maintenance & Repairs: Total \$	\$11,249,678	\$76,705,691	\$170,006,700
Average Spent	\$1,010.57	\$1,354.10	\$1,566.13
Spending Potential Index	88	118	137

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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